COMMUNICATION CAPABILITY COUPONS

ABSTRACT OF THE DISCLOSURE

[0070]   A system and method for establishing communications between first and second parties. In one embodiment, a request initiated by a first party is generated for establishing a communications channel over a first communications network between the first and second parties. An intermediary server device interrupts receipt of the request and attempts to generate the channel. If unsuccessful in the attempt, the server device translates the request into a data network object, which is passed to the second party via a second communications network. The network object enables a second party to communicate acceptance for establishing communication with the first party over the first communications network. The second party invokes the network object upon receipt thereof or at a future time for initiating creation of a communications channel between the first and second parties. Alternately, the first party may establish the network object in the form of a coupon for communication directly to a second party without a first prior attempt to create the channel.